

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A computer-readable programmable storage medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform operations supporting a method of computing price discounts for an electronic commerce order, the operations comprising:

~~categorizing applicable price discounts for~~ applying applicable discount rules to an individual customer order to determine all potential price discounts for one of individual line items and combinations of line items of said individual customer order;

~~computing valid combinations of price discounts for said individual customer order;~~

combining said ~~valid combinations of~~ potential price discounts into a plurality of price discount group groups, each of said price discount groups including at least two potential price discounts;

applying a discount policy rule to said plurality of price discount groups to eliminate invalid combinations of said plurality of price discount groups;

selecting an optimal price discount based on a remaining plurality of said price discount group groups; and

outputting said optimal price discount,

wherein said individual customer order comprises at least one order line item,

wherein said at least one order line item comprises a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered,

wherein said unique item identifier comprises a stock keeping unit (SKU) identifier,
wherein said applicable price discounts are based on a customer's identity, date of order,
identities of individual items purchased, combinations of items purchased, quantity of items
purchased, and total price of items purchased,

wherein said price discounts comprise a fixed percentage off price discount, a fixed dollar
amount off price discount, a free merchandise rebate price discount, and a combination discount
thereof, and

wherein a discount object command is created when said price discount group is selected,
wherein said discount object command binds said price discounts to a respective item in said
order.

2-36. (Cancelled).

37. (Currently Amended) A computer-readable programmable storage medium
tangibly embodying a program of machine-readable instructions executable by a digital
processing apparatus to perform operations supporting a method of computing price discounts for
an electronic commerce order, the operations comprising:

~~categorizing applicable price discounts for~~ applying applicable discount rules to an
individual customer order to determine all potential price discounts for one of individual line
items and combinations of line items of said individual customer order;

~~computing valid combinations of price discounts for said individual customer order;~~

combining said ~~valid combinations of potential~~ price discounts into a plurality of price
discount ~~group~~ groups, each of said price discount groups including at least two potential price

discounts;

applying a discount policy rule to said plurality of price discount groups to eliminate invalid combinations of said plurality of price discount groups;

selecting an optimal price discount based on a remaining plurality of said price discount group groups; and

outputting said optimal price discount,

wherein said individual customer order comprises at least one order line item,

wherein said at least one order line item comprises one of a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered,

wherein said unique item identifier comprises a stock keeping unit (SKU) identifier,

wherein said applicable price discounts are based on one of a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased,

wherein said price discounts comprise one of a fixed percentage off price discount, a fixed dollar amount off price discount, a free merchandise rebate price discount, and a combination discount thereof, and

wherein a discount object command is created when said price discount group is selected, wherein said discount object command binds said price discounts to a respective item in said order.

38. (Currently Amended) A computer-readable programmable storage medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform operations supporting a method of computing price discounts for

an electronic commerce order, the operations comprising:

~~categorizing applicable price discounts for~~ applying applicable discount rules to an individual customer order to determine all potential price discounts for one of individual line items and combinations of line items of said individual customer order;

~~computing valid combinations of price discounts for said individual customer order;~~

combining said ~~valid combinations of~~ potential price discounts into a plurality of price discount group groups, each of said price discount groups including at least two potential price discounts;

applying a discount policy rule to said plurality of price discount groups to eliminate invalid combinations of said plurality of price discount groups;

selecting an optimal price discount based on a remaining plurality of said price discount ~~group groups;~~ and

outputting said optimal price discount,

wherein said individual customer order comprises at least one order line item,

wherein said at least one order line item comprises a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered,

wherein said unique item identifier comprises a stock keeping unit (SKU) identifier,

wherein said applicable price discounts are based on a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased,

wherein said price discounts comprise a fixed percentage off price discount, a fixed dollar amount off price discount, a free merchandise rebate price discount, and a combination discount thereof,

wherein a discount object command is created when said price discount group is selected,
wherein said discount object command binds said price discounts to a respective item in said
order, and

wherein a priority controller mechanism operates to prioritize a sequential order for
evaluating said applicable price discounts.